

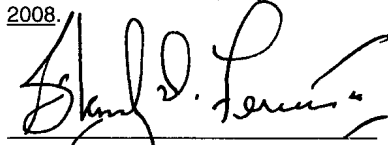
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al  
Serial No. : 09/804,735 Examiner : J. Janvier  
Filed : March 13, 2001 Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF  
INTERNET ADVERTISING (as amended)

December 24, 2008

**AMENDMENT**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on December 24, 2008.

  
\_\_\_\_\_  
Stanley D. Ference III  
Reg. No. 33,879

\_\_\_\_\_  
December 24, 2008  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated July 1, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 10 of this paper.